



MARKET NEW YORK- Tourism Grant Program

www.iloveny.com/MarketNY

A Division of Empire State Development

5/3/2021



Market New York Program Goals

Funding Available: projected at \$15 Million

The Market New York Grant program's objective is to support:

- tourism marketing initiatives;
- capital/construction projects;
- recruitment, execution of new big events, meetings/conferences;
- conventions, festivals, athletic competitions and consumer/industry trade shows; and
- visitation connected to agritourism including the craft beverage industry.

Market New York Program Goals

Successful projects will demonstrate:

- a positive economic impact;
- an increase in tourism throughout the region/state;
- support of the Regional Council strategic plans for the corresponding region; and
- a role in furthering the tourism industry's recovery from COVID.

Market New York Program Information

Eligibility

Entities that may apply for funding include not-for-profit corporations, municipalities, tourism promotional agencies (TPAs), public benefit corporations, and for-profit companies. *Individuals, SUNY schools & NYS agencies are not eligible to apply.

Available Funding

There are two categories of funding available under *Market New York*, each with varying requirements. **\$15 million** is projected to be available for the following project categories:

1) Regional Tourism Marketing- \$7 million (projected)

Only minimum grant requests of \$50,000 or more will be considered

2) Tourism Capital- \$8 million (projected)

Only minimum grant requests of \$150,000 or more will be considered

Note: Applicants with projects with both marketing and capital elements **apply for both tracks**.

Market New York Program Information

Required Match

Working Capital/Marketing Projects

- match of 25% of the total project cost is required;
- as an example: for a minimum requested award of \$50,000 a **\$16,667 match** would be required for a total project cost of \$66,667;
 - \$16,667 is the minimum match required to apply for a marketing grant for this program;
- it is encouraged match exceeds the 25% minimum and is scored accordingly.

Capital/Construction Projects

- match of 80% of the total project cost is required
- as an example: for the minimum requested award of \$150,000 a **\$600,000 match** would be required, for a total project cost of \$750,000.
 - \$600,000 is the minimum match required to apply for a capital grant for this program;
- it is encouraged your match exceeds the 80% minimum and scored accordingly.

Market New York Program Information

Project plans (as an attachment to your CFA application) are essential to a successful Market New York project proposal!!!

Successful applications will demonstrate how:

- they plan to increase visitation and demonstrate a positive economic impact especially by enhancing the visitors' experience and increasing their likelihood to advocate for New York State as a travel destination;
- the tourism industry business, attraction or organization has been directly impacted by event cancellations, venue closures and other economic hardships due to the coronavirus;
- they will complement the goals and strategies of I LOVE NY:
 - ❖ Projects that market/promote/showcase, on at least a regional basis, New York State's:
 - +Unique, world-class destinations & unique special events;
 - +Broad array of available activities; and /or
 - +Strength in creating family memories through activities including but not limited to outdoor recreation, historic sites and museums, food and drink, festivals and the performing arts.

More information is available at www.iloveny.com/MarketNY

FUNDING INFORMATION

If awarded a Market New York Grant:

- Grantees should be prepared to subsidize the project for a term of at least 6 months;
- ESD will pay the grantee on a **reimbursement basis**, no upfront grant funds will be provided;
- Awarded grants are not transferable and payments may only be made to the awardee;
- All project expenditures must be shown to be spent directly from the grantees accounts;
- Use of the I LOVE NY logo will be required and all usage must be reviewed and approved by ESD;
- Each awarded project will be assigned an individual contract-specific MWBE goal, which may be **higher or lower** than 30 percent (30%).
- Projects that have been funded in three (3) consecutive rounds may be deemed ineligible (see Market New York Round 11 Guidelines for more information);
- Being awarded a grant does not imply approval of elements in the submitted project plan/budget;
- All projects will require that a Project Performance Measure report and a final report, be completed before a final reimbursement will be made;

FUNDING INFORMATION

- For projects with marketing expenses only reimbursement can be requested quarterly after executing a GDA/Contract;
- For projects with capital expenses:
 - reimbursement is made in a lump sum at the completion of the project;
 - \$250 application Fee, payable upon return/execution of Incentive Proposal;
 - 1% non-reimbursable commitment fee, due after grantee executes required documentation;
 - grantees will be required to pay for out-of-pocket expenses incurred by ESD in connection with the project.

Market New York Guidelines www.iloveny.com/MarketNY

SUCCESSFUL APPLICATIONS MUST:

- Read the full version of the Market New York Round 11 Guidelines www.iloveny.com/MarketNY
- Ensure your project proposal demonstrates all of the elements in the scoring criteria (Market New York Round 11 Guidelines);
- Include a project/marketing plan (*also for capital projects*): outlining the specifics of the project, how the project will increase tourism, a specific budget and (how the grant funds and the grantee equity is planned to be used), and any other information that the applicant would like to share with the scoring teams;
- Check that the budget in the project plan reflects the same total project costs indicated in budget section of the CFA application;
- Review your match & minimum grant requests- ensure that they meet the requirements;
- Don't wait until the final date of the CFA to submit your application- applications filed after the deadline are not accepted;
- Request a specific amount of money- ensure the area requesting funding is completed.

SCORING CRITERIA

ESD Score is made up of up to a total of 80 points and is then combined with up to 20 points to be scored by the Regional Economic Development Council, for a total of up to 100 points.

ESD INTERNAL SCORING [50 Points Total]

- Increased Tourism Impact [up to 15 Points]
- I LOVE NEW YORK Alignment [up to 15 points]
- Budget [up to 10 points]
- Project Timeline & Performance Measures/Metrics [up to 5 points]
- Grant Match Requirement [up to 5 points]

ESD EXECUTIVE REVIEW [30 Points Total]

ESD will consider additional factors pertaining to the Proposals, as part of the Executive Review that may not have been available for the reviewers to consider and award up to 30 points to each proposal.

FOR MORE INFORMATION

- Email: RegionalTourism@esd.ny.gov
- CFA & Regional Council strategic plan information can be found at: <http://regionalcouncils.ny.gov/>
- Applicants can reference the most recent New York State Tourism Summit information and other Market New York materials at www.iloveny.com/MarketNY